VidiReports

Overview

VidiReports is an extraordinary breakthrough in audience measurement. It provides **instantaneous and continuous audience** data for immediate use and for consolidation by **VidiCenter**, Quividi's back-office. VidiReports offers an audience measurement solution, which is **affordable and extremely easy to deploy.**

VidiReports is based on innovative image analysis techniques and uses a **standard webcam** pointing at the intended audience. VidiReports analyzes the stream of images provided by the camera and **estimates the aggregate footfall** while **counting exactly how many people have actually looked at the media** and providing their dwell time, attention time and demographics. VidiReports is extremely fast, so even the shortest glances are accounted for!

Key Points

Key Features

- **Scene analysis**: analyses how many persons are passing by in the scene (Opportunities To See)
- **Viewer counting (impressions)**: instantly detects all faces in the scene with a 95%+ precision (distance is dependent on camera resolution)
- **Face tracking**: tracks faces as long as they remain in scene; delivers dwell time and attention time, position and distance
- **Gender classification** with a 90% precision
- **Age classification**: 4 age classes (child, young adult, adult, senior) for the Nano & Pro Editions, absolute age (+/- 5 years) for the Expert Edition
- **Mood** (5, from very unhappy to very happy)
- **Passages counting** (VidiGates mode): up to 8 virtual gates set up when placing camera on the ceiling
- **Embedded web server** for easy setup, advanced configuration, definition of working zones, etc.
- **CSV export, SDK and Real time API** (Websocket, Web protocol)

Applications

- **Audience Measurement**: counting real exposures to a message and OTS, computing attention time, comparing media and message performance.
- **Experiential Marketing**: triggering the right message to the right audience.
- **Retail Metrics**: analyzing shopper behavior KPIs in key retail zones and comparing them to retail sales.
- **Machine to Consumer**: embedding into smart machines for 1:1 interactions.

Key Benefits

- **Works with most cameras**: from low-cost webcams to very high definition IP cameras
- **Speed and precision**: face detection and classification within 0.2 sec.
- **Zero-configuration installation** for quick and easy setup of large-network deployments
- **Easy IT integration**: third-party applications can leverage the Socket port and WebSockets to react to the audience and provide audience by content.
- **Integrated** with a wide range of Digital Signage CMS
- **People counter** mode (VidiGates)
- **No Internet needed**: VidiReports stores metadata locally at a rate of only 100-300Kb per day.
- **Privacy**: no images are ever recorded and no uniquely identifiable data are extracted.

Product range

Software Edition	Nano	Pro	Expert
Platform and OS supported	Tablets* (Android, Linux, Win.)	Intel Atom and up (Linux, Windows)	Intel i3 and up* (Linux, Windows)
Detection distance	Up to **2 m**	Up to **15 m**	Up to **15 m**
IP camera support	-	✓	✓
Impressions & OTS	✓	✓	✓
Entries & exits (VidiGates mode)	-	-	✓
Attention & Dwell	✓	✓	✓
Gender	✓	✓	✓
Age	4 classes	4 classes	Absolute
Mood	-	-	✓
csv / Real time API	option	option	option